

# EC branded standardised and harmonised websites design

## Definitions

### Standardised websites

[EC branded standardised websites](#) host thematic content such as **policies** for which the owner DG/Agency is responsible. Standardised websites are:

- **DG websites:** the main entry point describing a DG's or an executive agency's work around policy and their daily activity.
- **Web information systems:** permanent websites providing a user-friendly interface to generate, disclose and/or filter large, detailed amounts of data stored in different systems.

It is mandatory to use **the Europa Web Publishing Platform (EWPP)** for the development of **standardised websites**.

### Harmonised websites

[EC branded harmonised websites](#) host specific content that answers a particular communication purpose. Harmonised websites are:

- **Network websites:** websites or platforms set up and managed by the European Commission (as a service provider) to encourage and facilitate interaction among a specific, non-EC target audience.
- **Event websites:** websites advertising a specific or repeatedly occurring activity that is open to the public, organised and/or hosted by the European Commission. The website can be temporary and provide information about an event before, during and after it takes place. It can be complemented by a campaign. Event websites are only allowed for large and complex events that cannot be accommodated by the events content type. See SCIC tools available for registration.
- **Campaign websites:** a temporary, online communication endeavour dedicated to promoting a single or several thematically linked activities, initiatives, services or products. The website may form the online part of a broader campaign, communicated by other channels such as print and social media.
- **Blogs:** regularly updated websites dedicated to publishing general features and news items about specific European Commission activities, from an individual perspective or via a corporate (DG/Agency-managed) newsletter/magazine.
- **Communities:** virtual community with its own members sharing content on a comment topic. Check DIGIT's solution for online communities: **Europa Community Platform** (ECP SaaS, the version of Open Social for the EC).
- **Databases:** a structured set of data made public through a website.
- **Web tools and applications:** a software application that runs in a web browser and is made available to users with an active network connection.

It is optional to use **the Europa Web Publishing Platform (EWPP)** for the development of **harmonised websites**.

## Rules

The EC branded standardised and harmonised website uses the components of [the Europa Components Library \(ECL\)](#) as this template shows:

### EC branded standardised and harmonised websites templates

Standardised websites template



**EC branded standardised and harmonised anatomy table**

Section	No.	component	Standardised template	Harmonised tempate
	0.	Global banner (provided by Webtools)	<b>MANDATORY</b>	<b>MANDATORY</b>
<b>Site header</b>	1.	EC identity (logo)	<b>MANDATORY</b>	<b>MANDATORY</b>
	2.	Login	<b>OPTIONAL</b>	<b>OPTIONAL</b>
	3.	Language switcher	<b>MANDATORY</b> (except monolingual websites)	<b>MANDATORY</b> (except monolingual websites)
	4.	Search form	<b>MANDATORY</b>	<b>OPTIONAL</b>
	5.	Class name	<b>MANDATORY</b>	<b>OPTIONAL</b>

	6.	Site name	MANDATORY	MANDATORY
	7.	Menu	OPTIONAL	OPTIONAL
Page header	8.	Breadcrumb	MANDATORY (except homepage)	MANDATORY (except homepage)
	9.	Meta	OPTIONAL	OPTIONAL
	10.	Page title	MANDATORY (except homepage)	MANDATORY (except homepage)
	11.	Thumbnail	OPTIONAL (requires introduction)	OPTIONAL (requires introduction)
	12.	Introduction	OPTIONAL	OPTIONAL
Local footer	13.	Site name	MANDATORY	MANDATORY
	14.	Content owner details	MANDATORY	MANDATORY
	15.	Sitemap	OPTIONAL	OPTIONAL
	16.	DG-related service navigation	OPTIONAL	OPTIONAL
	17.	DG-related navigation	OPTIONAL	OPTIONAL
	18.	Class names	MANDATORY	OPTIONAL
Corporate footer	19.	Site logo	MANDATORY	MANDATORY
	20.	Service navigation	MANDATORY	MANDATORY
	21.	Legal navigation	MANDATORY	MANDATORY

## Partnership websites

When the European Commission shares [the ownership of a website](#) with one or several non-EU institution(s), it is a partnership website. The European Commission and its partners co-decide on the content and cooperate in terms of budget, maintenance and management of the website. As a result, the design is based on an agreement between partners.

This category is an exception and there is no imposed design template. However, we strongly recommend to pay particular attention to:

- [the partnership website header](#): it is recommended to have the site name next to the partnership logo in the header
- [the partnership website footer](#): the logos of all partners including the European Commission should be displayed at the same level

## Contact and support

Need further assistance on this topic? Please contact the team in charge of the Europa domain: [Comm Europa Management](#).

